

Message Text

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E.O. 11652: N/A
TAGS: BBSR, JA
SUBJECT: GLOBAL MALIET RESEARCH: (A) PRODUCTION MACHINERY, TEST
INSTRUMENTATION AND SPECIAL MATERIALS FYGR ELECTRONIC COMPONENTS;
(B) ELECTRONIC COMPONENTS

REF: STATE A-4989, OCT. 13, 1976; USDOC 21140

1. SIX BIDS, ALL ON JAPAN, WERE RECEIVED AND TRANSMITTED TO
COMMERCE DEC. 17. SUMMARY FOLLOWS:

A) BUSINESS INTERCOMMUNICATIONS INC. (BII)
1) YEN 2,920,500 (\$10,071)(EXCHANGE RATE: US\$1 EQUALS YEN 290).
2) PREVIOUS RELATED STUDIES: TANTALUM CAPACITORS 1976, FOR
RESEARCH ORGANIZATION; ALUMINUM ELECTROLYTIC CAPACITORS 1975,
FOR RESEARCH ORGANIZATION.
B) PEAT, MARWICK, MITCHELL & CO. (PMM)
1) YEN 2,950,000 (\$10,172)
2) PREVIOUS RELATED STUDIES: ELECTRIC ENERGY SYSTEMS 1975,
FOR OIM.

C) DODWELL MARKETING CONSULTANTS (DMC)
1) YEN 3,000,000 (\$10,345)
2) PREVIOUS RELATED STUDIES: AUTOMATIC TESTING EQUIPMENT 1976,
FOR U.K. DEPT. OF TRADE; TOROIDAL TRANSFORMERS 1975, FOR SQUIREDS,
SCHALIN & CO. (SWEDEN).
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DL A.T. KEARNEY INTERNATIONAL, INC. (ATK)
1) YEN 3,495,000 (\$12,052)
2) PREVIOUS RELATED STUDIES; ASSESSMENT OF EXPORT CAPABILITY OF
JAPANESE ELECTRONICS INDUSTRY, FOR U.S. EPT. OF LABOR; CAPACITORS
AND RESISTORS FOR USE IN CONSUMER ELECTRONICS EQUIPMENT, FOR

BRAZILIAN GOV'T.; ELECTRIC AND ELECTRONIC COMPONENTS PRODUCED BY SMALL AND MEDIUM-SIZED FIRMS, FOR MITI; COMPUTER TERMINALS, FOR BURKE INTERNATIONAL RESEARCH, N.Y., COMMUNICATIONS EQUIPMENT 1975. FOR OIM.

E) MITSUBISHI CHASE MANHATTAN CONSULTING CO., LTD. (MCMC)

1) YEN 3,500,000 (\$12,069)

2) PREVIOUS RELATED STUDIES: ELECTRONIC COMPONENTS, FOR U.S. MANUFACTURER; ANALYTICAL EQUIPMENT AND MATERIALS, FOR EUROPEAN MANUFACTURER; CONSUMER ELECTRONIC PRODUCTS, FOR JAPANESE MANUFACTURER.

F) PACIFIC PROJECTS, LTD. (PPL)

1) YEN 3,500,000 (\$12,069)

2) PREVIOUS RELATED STUDIES: COMPUTERS AND PERIPHERAL EQUIPMENT 1976. FOR OIM; COMMERCIAL TIME SHARING MARKET 1976, COMPUTER TERMINALS 1976, OPTO ELECTRONIC SENSING DEVICES 1975, COMPUTERS 1974 - ALL FOR STANFORD RESEARCH INSTITUTE CALIF.; PROCESS CONTROL INSTRUMENTATION GROUP, FOR OIM.

2. ALTHOUGH EMBASSY HAS NO RECENT DIRECT EXPERIENCE WITH BII, WE WOULD RECOMMEND AGAINST CHOICE OF THIS FIRM; STAFF IN GENERAL HAS VERY WEAK TECHNICAL BACKGROUND AND THE ENGLISH STYLE IN PROPOSAL SUGGESTS LACK OF GOOD EDITOR. ON BASIS OF PREVIOUS MR WORK FOR OIM, PT IS BELIEVED ALL OF THE OTHER FIVE FIRMS COULD DO CREDITABLE JOB.

3. EMBASSY RECOMMENDS CHOICE BE MADE BETWEEN ATK AND MCMC, DESPITE THEIR SOMEWHAT HIGHER PRICES, SINCE BOTH APPEAR TO HAVE HAD CONSIDERABLE MR EXPERIENCE IN RELATED FIELDS AND BOTH HAVE UNCLASSIFIED

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EXTENSIVE CONTACTS WITH IMPORTANT FIRMS IN ELECTRONICS INDUSTRY GK/MCMC IN MITSUBISHI INDUSTRIAL GROUPING AND ATK IN SUMITOMO GROUPING THROUGH ITS ASSOCIATE, SUMITOMO BUSINESS CONSULTANTS). ATK IS PERHAPS THE STRONGEST OF TWO IN TERMS OF RELATED EXPERIENCE WHICH INCLUDES STUDY OF JAPANESE ELECTRONICS INDUSTRY FOR U.S. DEPT. OF LABOR. (ALTHOUGH EMBASSY HAS RECEIVED NO INFORMATION ON THIS STUDY FROM LABOR, ATK INDICATES ITS INPUT IS PART OF LARGER MR STUDY ENTITLED "TRADE AND EMPLOYMENT IN THE ELECTRONICS INDUSTRY," LABOR CONTRACT NO. ILAB-75-10, DUE DATE DEC. 1, 1976). SINCE LATTER STUDY AND ATK'S INPUT WILL PRESUMABLY BE AVAILABLE TO COMMERCE AND STATE, IT MIGHT BE BETTER TO USE MCMC FOR SUBJECT MR TO GET ANOTHER VIEW OF JAPANESE ELECTRONICS INDUSTRY. COMMERCE MAY WISH TO OBTAIN COPY OF OTHER REPORT FROM LABOR. HODGSON

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